

Make A Big Splash With Your Small Business

The Ipsos Online Omnibus

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Chris Deeney, Senior Vice President, Ipsos Public Affairs US

Sarah English, Director, Ipsos Public Affairs Canada

A Rapidly Evolving Landscape

- With online shopping becoming more prevalent, customers can find small retailers who are the best in their niche, and can make purchases with a few clicks and have the items delivered to their door.
- Sites like Pinterest, Shopify, Etsy, and various shopping social networks are making shopping easier for customers around the world to discover niche retailers.



**Organic Beauty
Products**



**Subscription
Boxes**



Farm-To-Table



Craft Beer

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**Boomers
(aged 54-72)**



**College
Students**



**New
Immigrants**



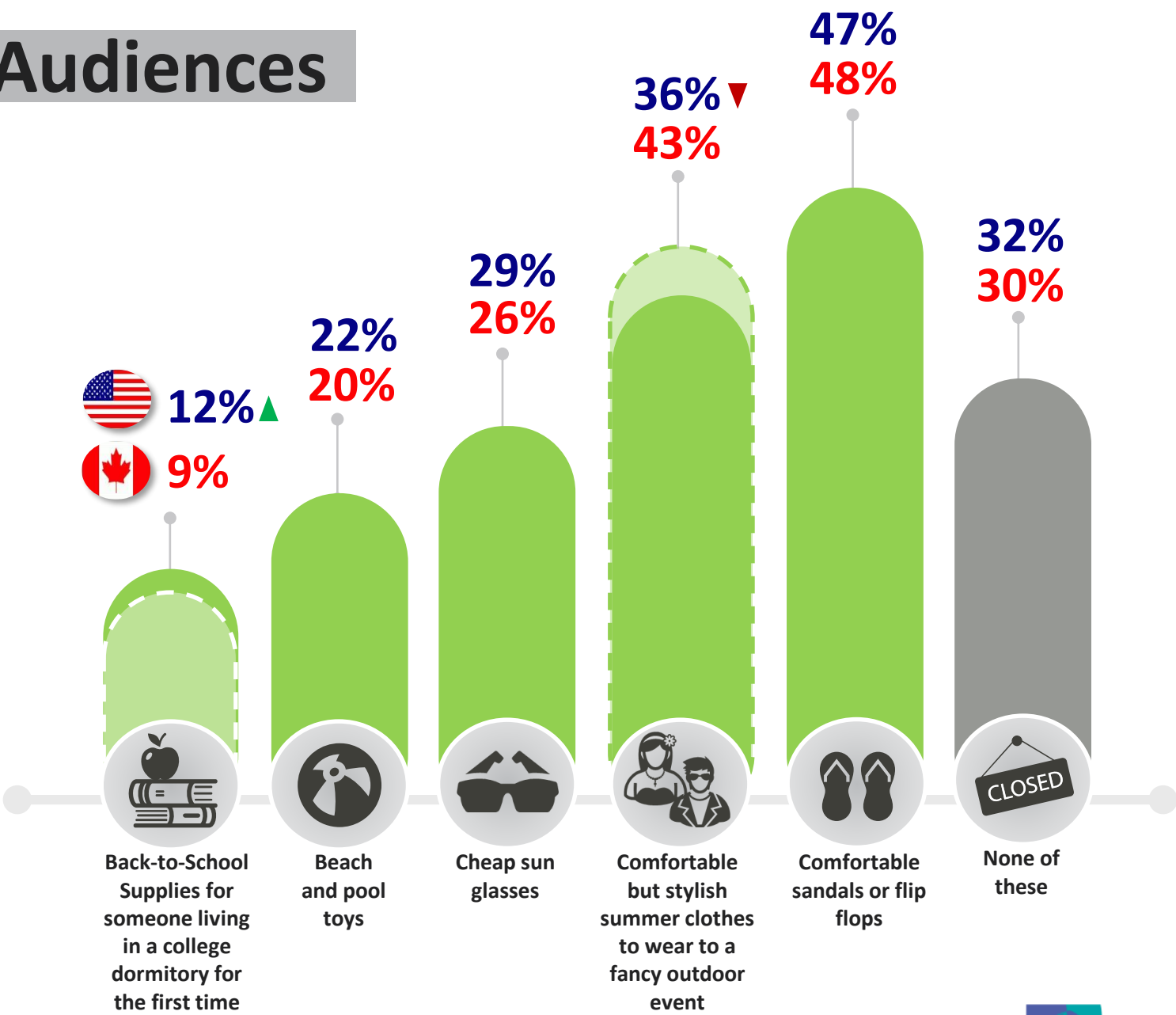
**Higher-Income
Households**

AUDIENCE SURVEY

Ipsos Online Omnibus RESULTS

Identifying Niche Retail Audiences

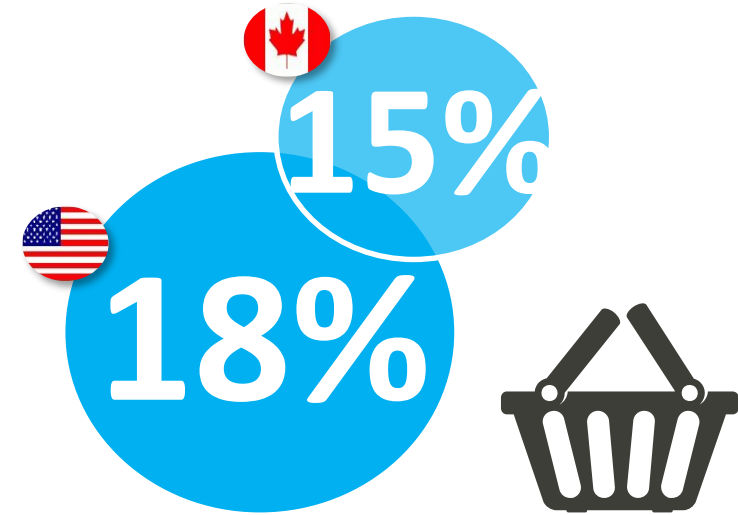
Increase the number of respondents in your target audience with each wave to achieve a robust survey sample.



There is a significant minority that prefer to do most of their non-grocery shopping at smaller and niche retailers



LARGE RETAIL OUTLET



NICHE SPECIALTY RETAILER

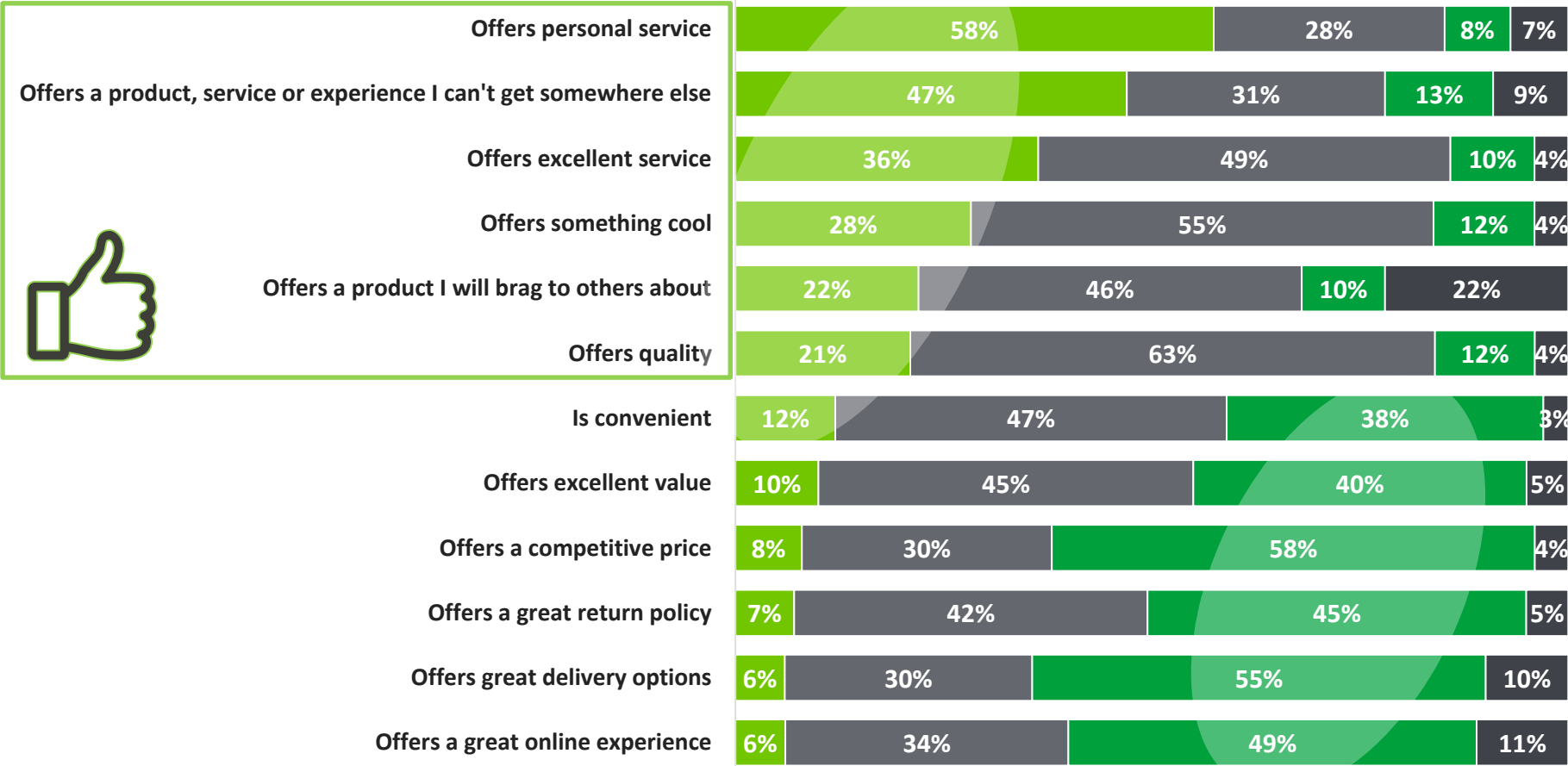
When seeking to purchase a special gift, niche specialty retailers are the preferred option for nearly three in ten



Each type of retailer is perceived to have a distinctly different customer value proposition



■ Applies more to a small shop
■ Applies to both equally
■ Applies more to a large retailer
■ Neither



NICHE SPECIALTY RETAILER



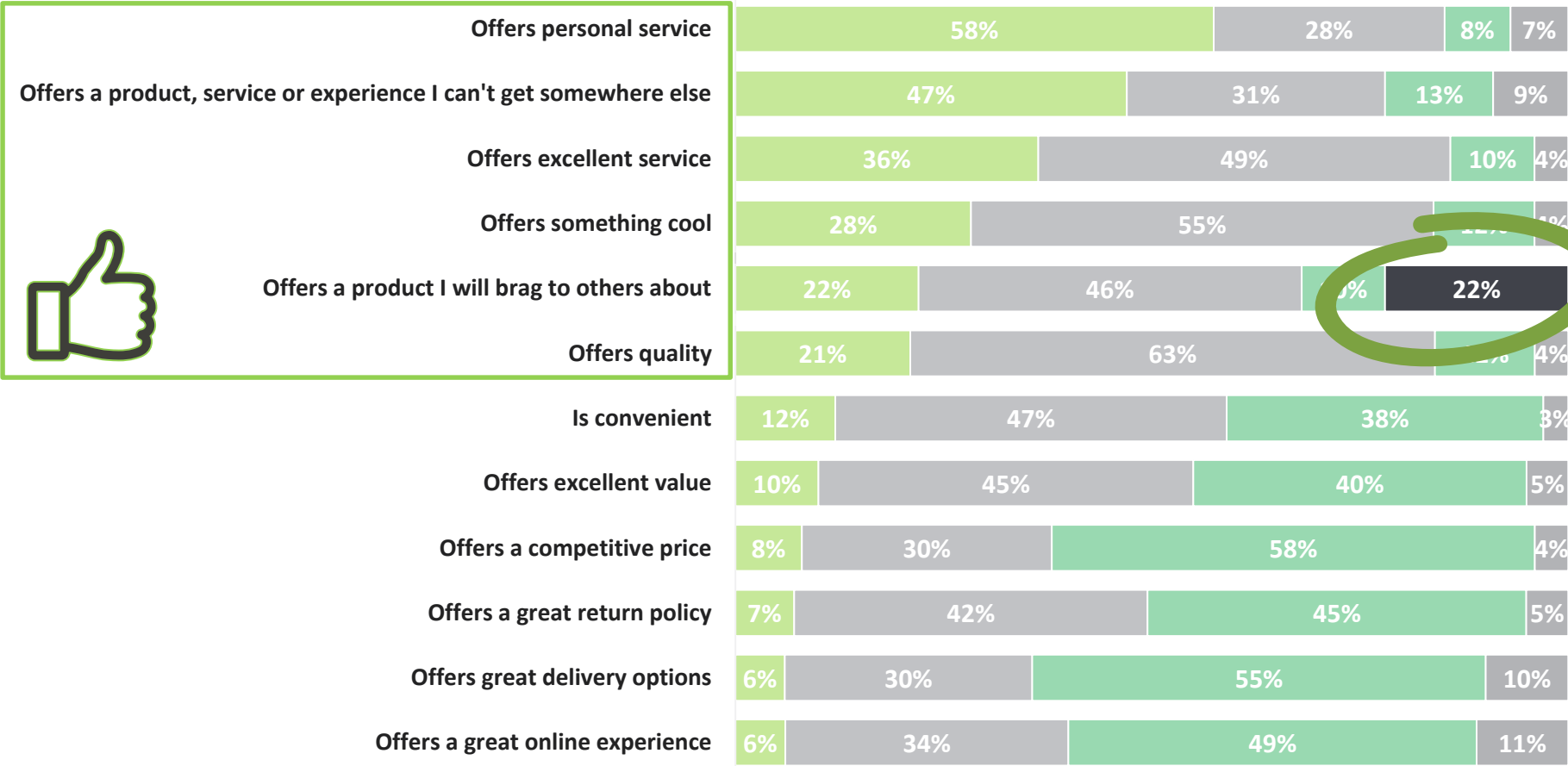
LARGE RETAIL OUTLET



Opportunities lie in differentiation



■ Applies more to a small shop ■ Applies to both equally ■ Applies more to a large retailer ■ Neither



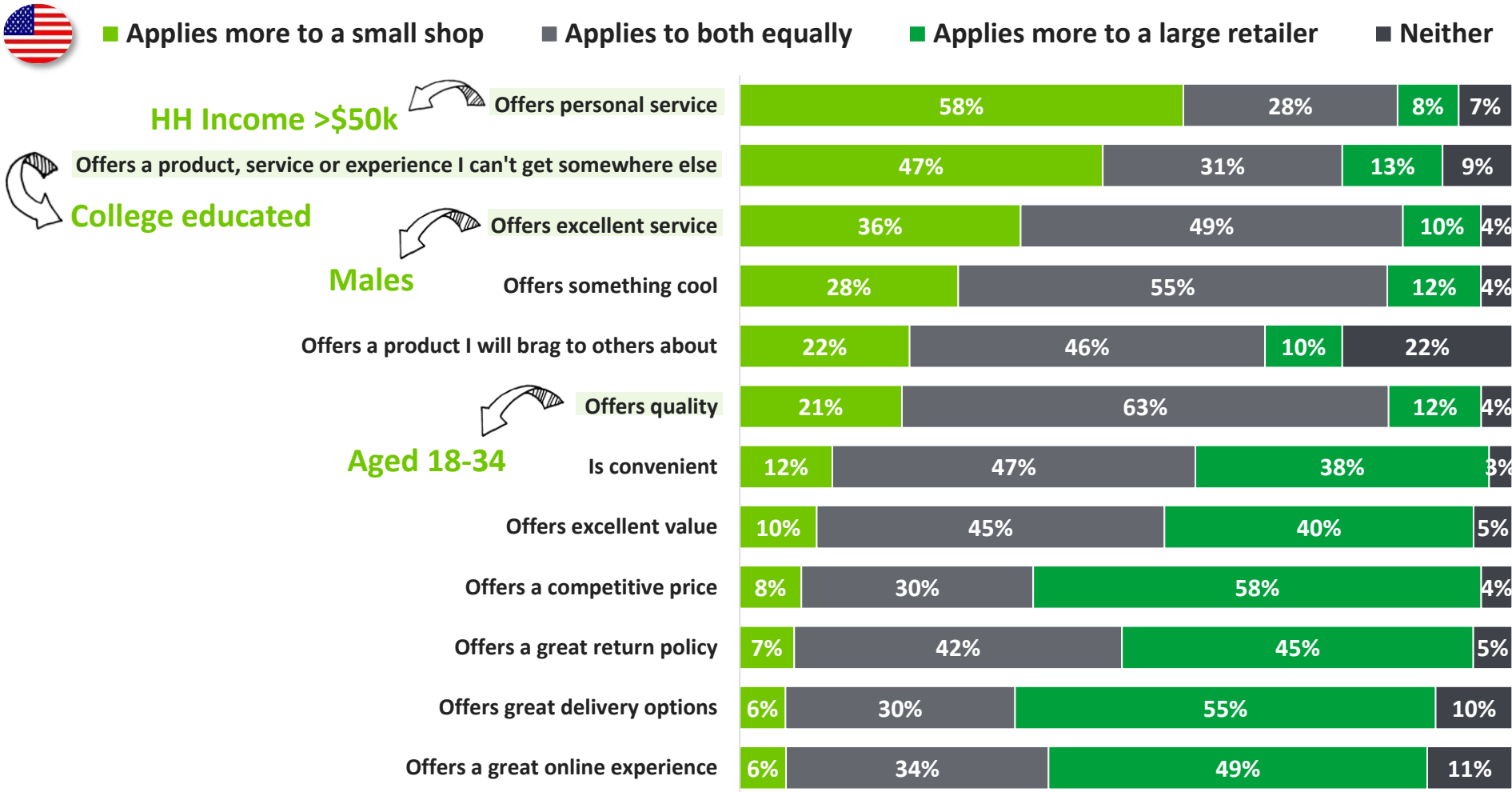
NICHE SPECIALTY RETAILER



LARGE RETAIL OUTLET



Emphasize values that align with target audiences – learn more about what attributes your targets value



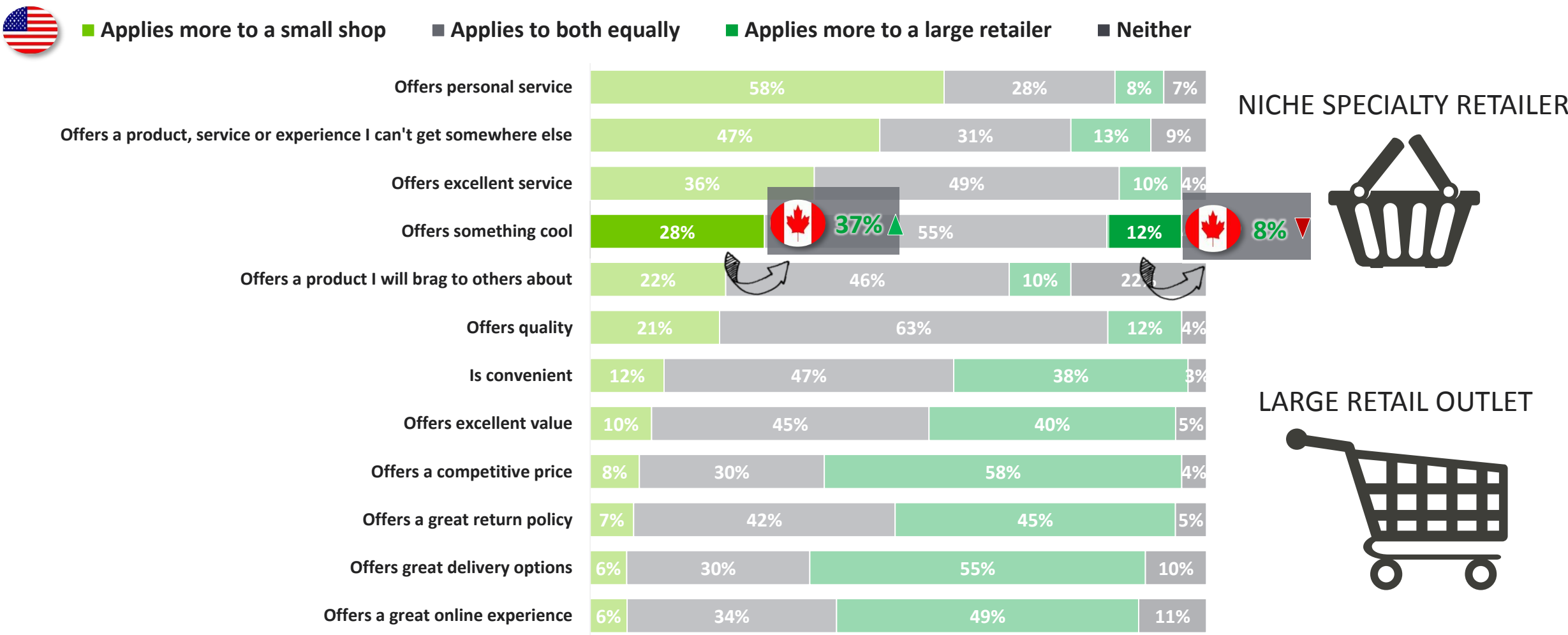
NICHE SPECIALTY RETAILER



LARGE RETAIL OUTLET



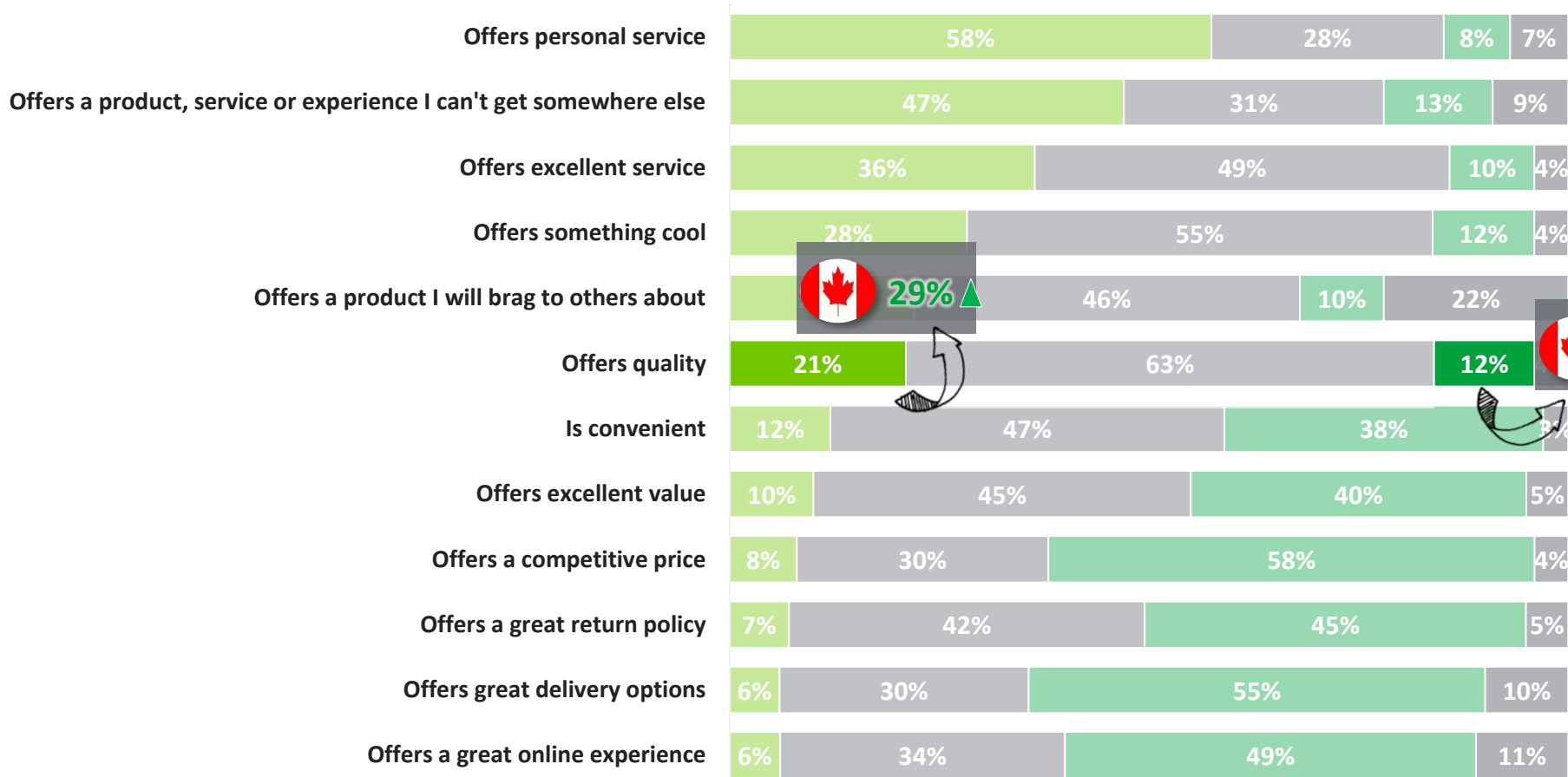
Small retailers are more likely to be perceived as offering something cool



The Canadian audience is particularly likely to perceive small retailers as offering quality



■ Applies more to a small shop ■ Applies to both equally ■ Applies more to a large retailer ■ Neither



NICHE SPECIALTY RETAILER



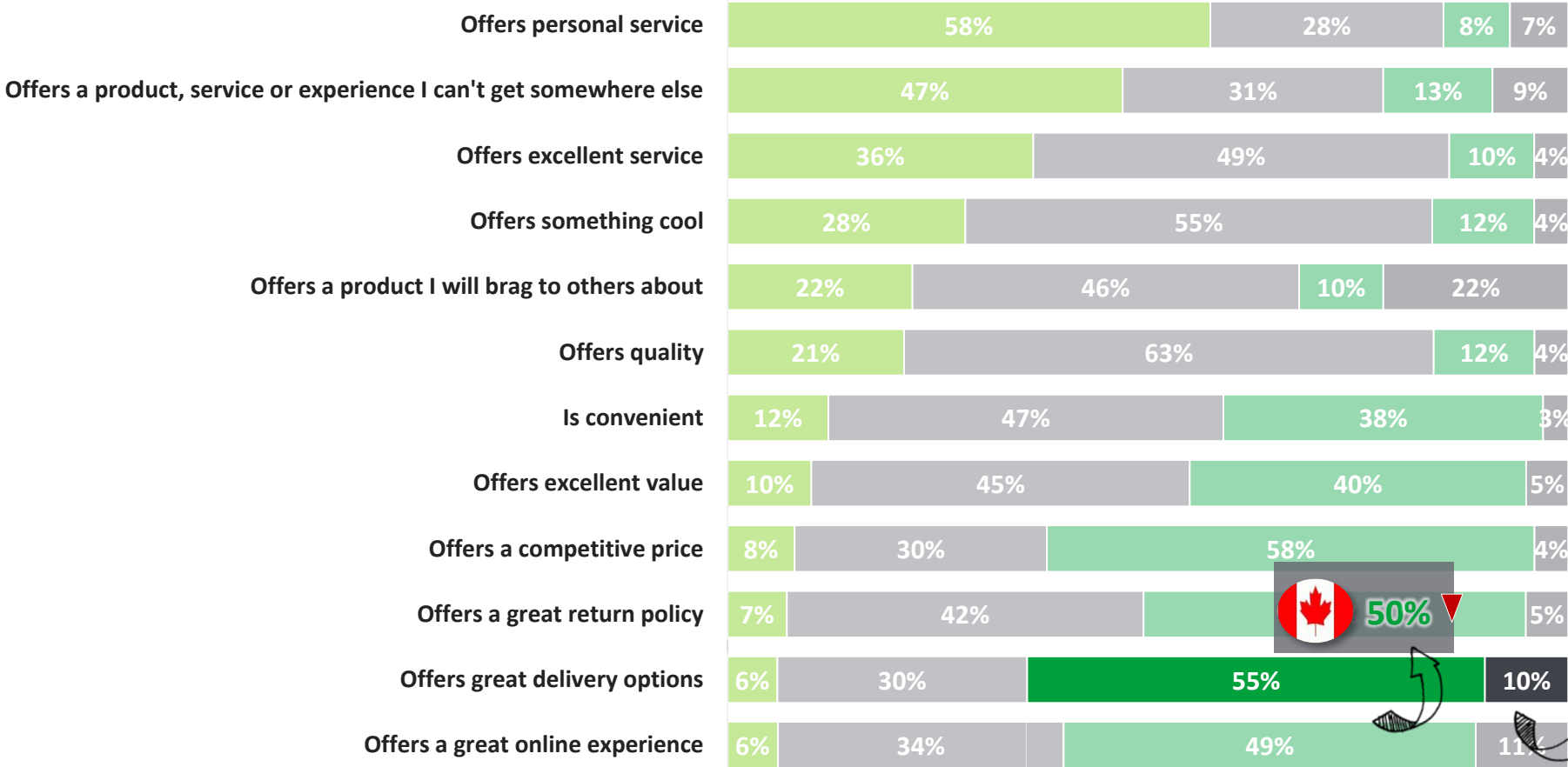
LARGE RETAIL OUTLET



Delivery options are a pain point for Canadian consumers



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■ Applies to both equally
■ Applies more to a large retailer
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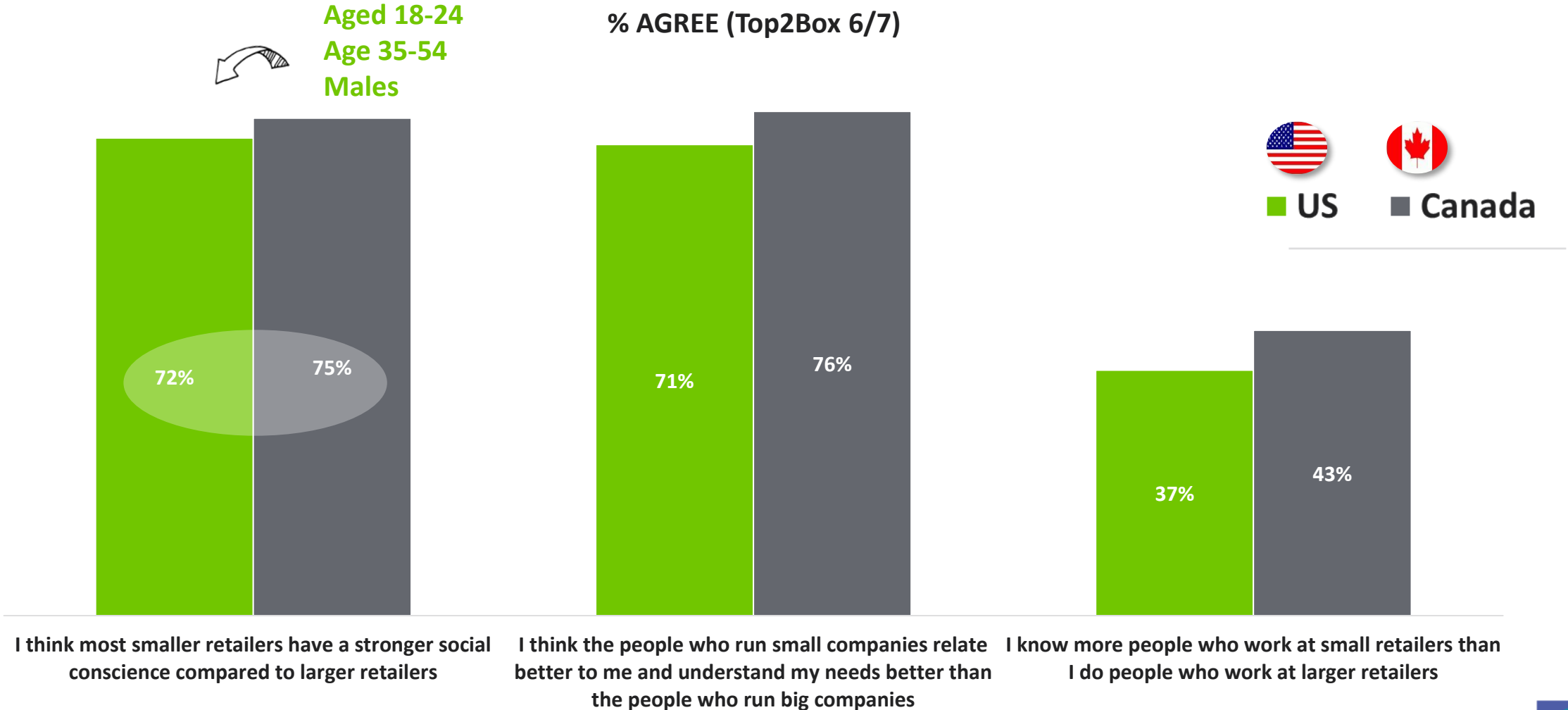
NICHE SPECIALTY RETAILER



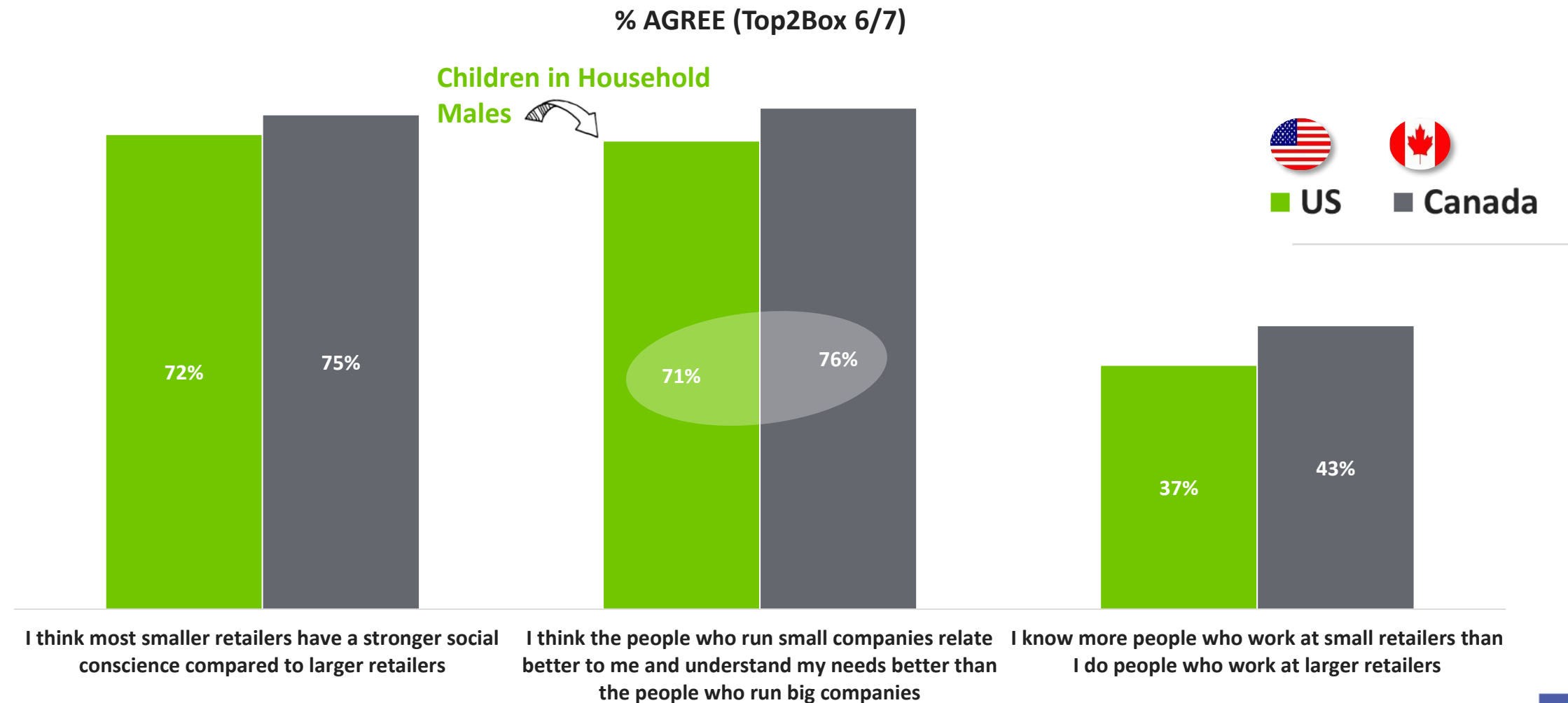
LARGE RETAIL OUTLET



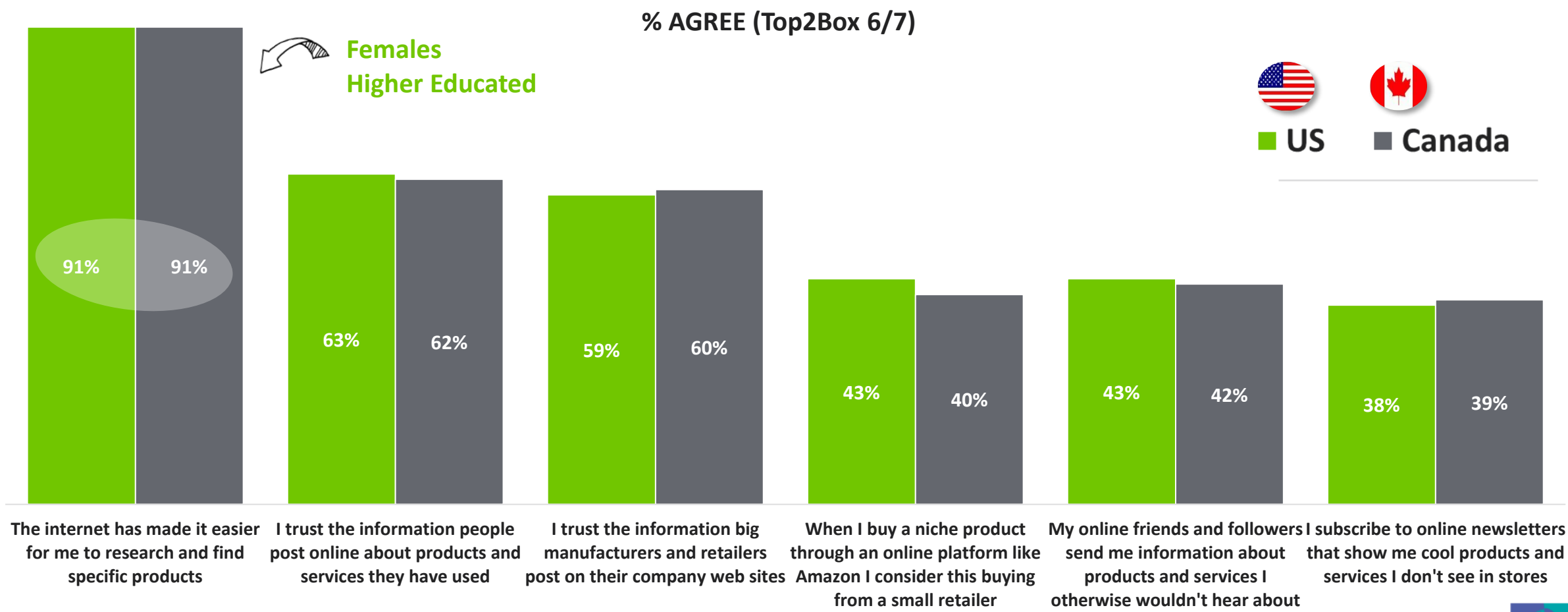
Consumers have a more positive perception of smaller retailers



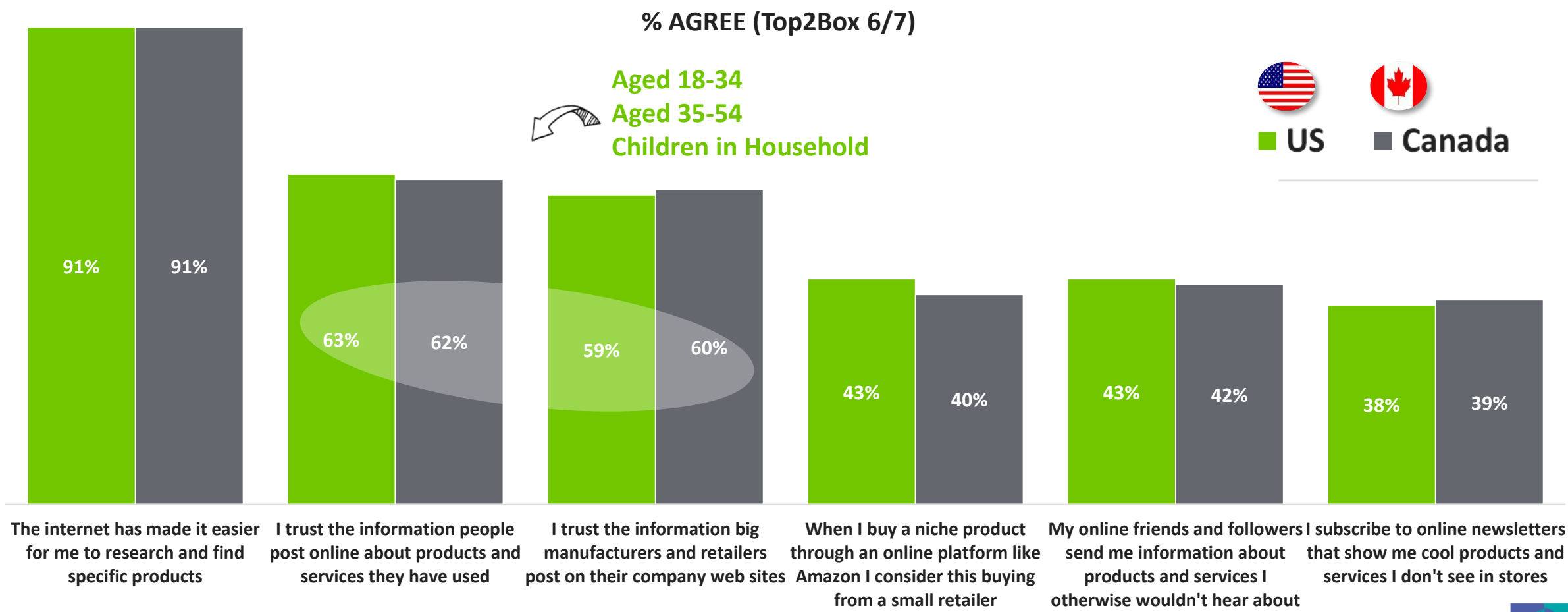
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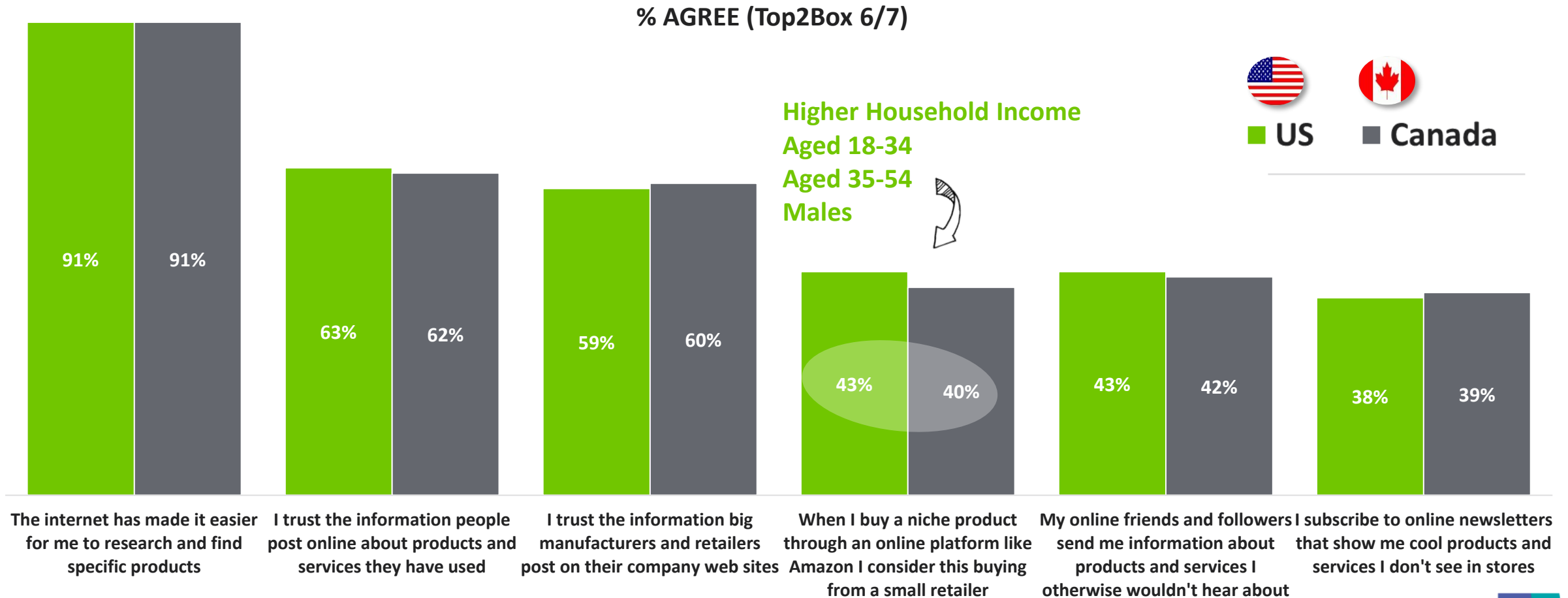
Niche retailers have a captive audience online who are actively seeking out products of interest



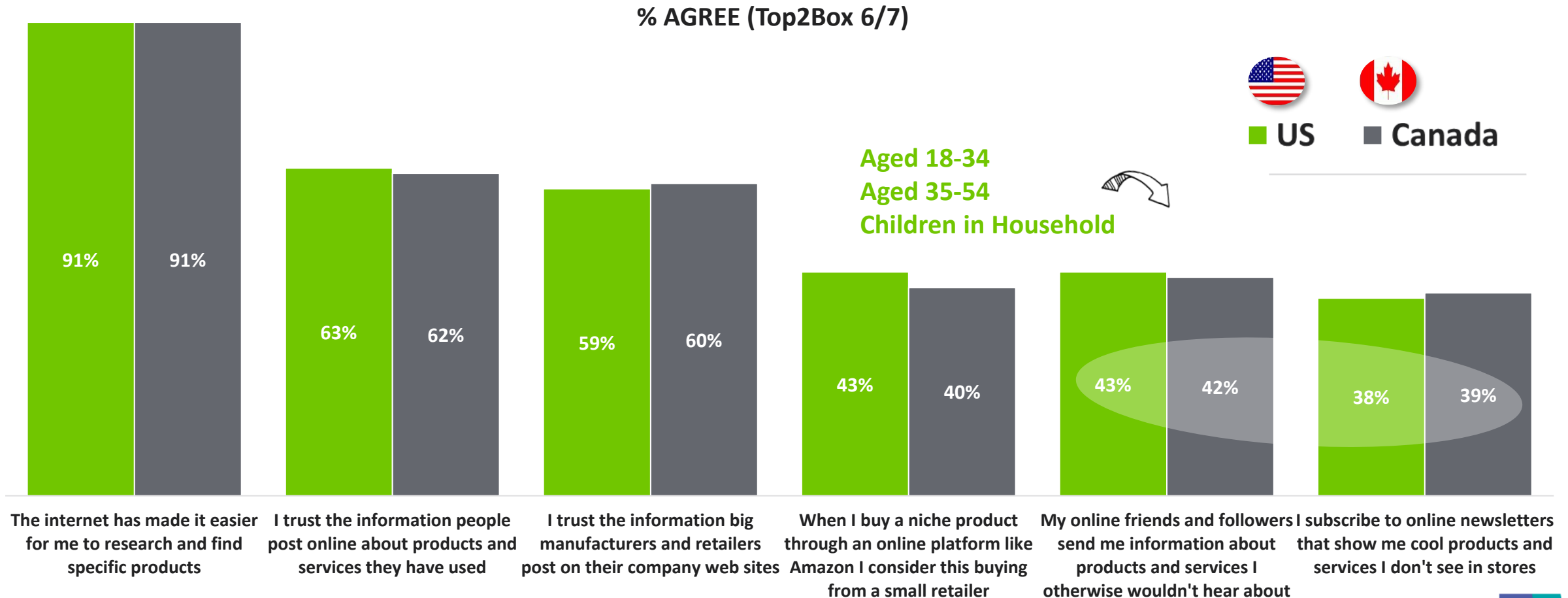
These shoppers are turning to ‘trusted’ online sources for product reviews and recommendations



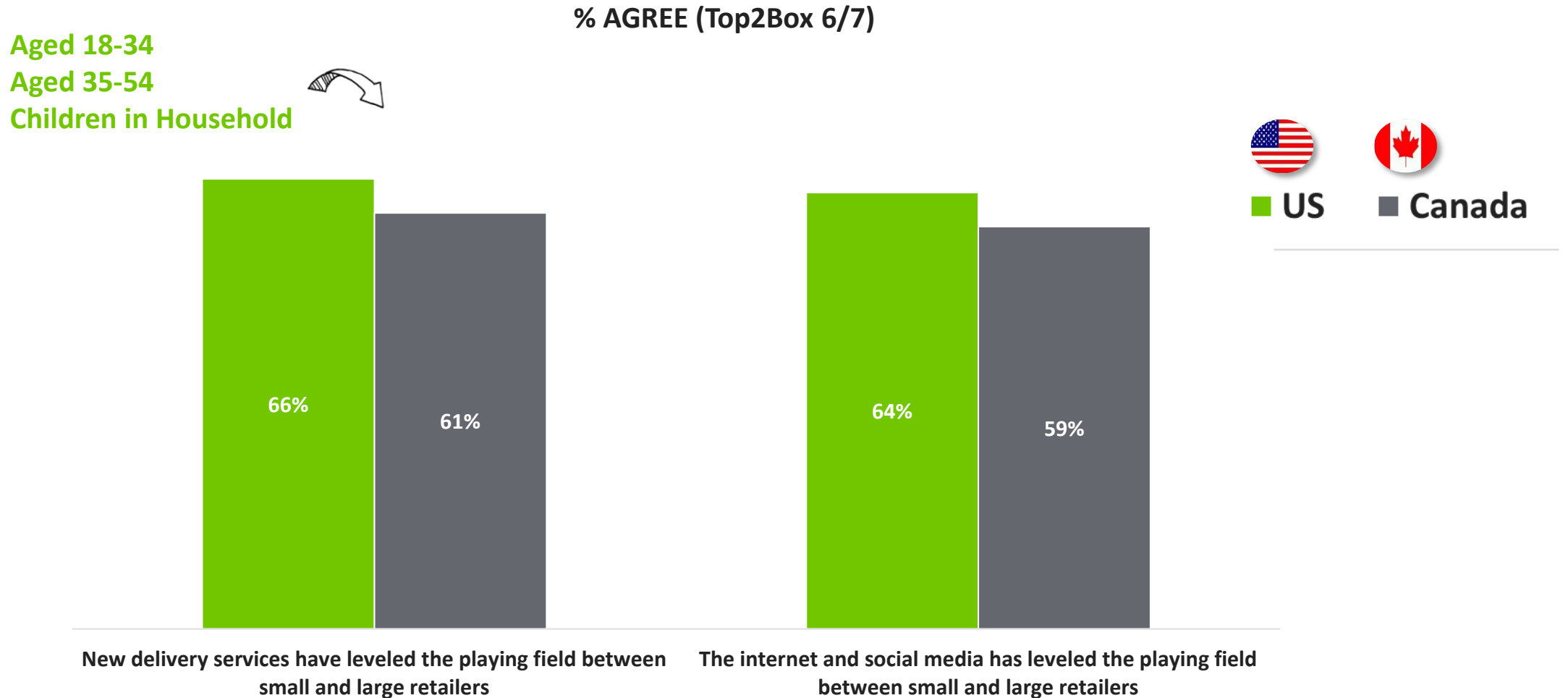
Four in ten online consumers are open to buying niche products from a small retailer



Many consumers learn about new products from online friends & followers and newsletters they wouldn't otherwise see or hear about in stores



With the majority perceiving a level playing field for small retailers, are consumer expectations increasing?



Strategic Considerations

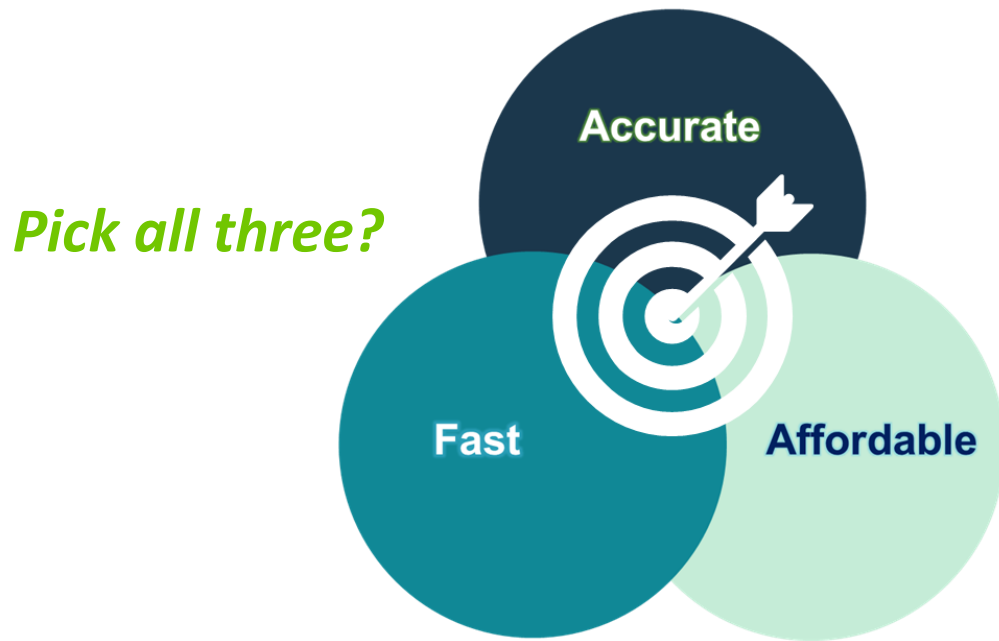
- **Do you know who your target audiences are?**
- **What do they value?**
- **What opportunities can you leverage that will most appeal to your target?**

INTRODUCTION

OUR VISION OF AN OMNIBUS

Our Vision of an Omnibus

The **TRADITIONAL** view of what Omnibus Research is:
A low-cost, shared-field research vehicle.



Our Mission Is To Provide Omnibus Research With:

FAST TURNAROUND

AFFORDABLE

FLEXIBLE

ATTENTION TO DETAIL

GREAT CUSTOMER SERVICE



Ipsos eNation - Daily Schedule



U.S. Schedule (questions due)	Survey to Field	Data Delivery
Monday	Tuesday	Wednesday
Tuesday	Wednesday	Thursday
Wednesday	Thursday	Friday
Thursday	Friday	Monday
Friday	Monday	Tuesday



Canadian Schedule (questions due)	Survey to Field	Data Delivery
Monday	Wednesday	Friday
Tuesday	Thursday	Monday
Wednesday	Friday	Tuesday
Thursday	Monday	Wednesday
Friday	Tuesday	Thursday



- Ipsos eNation provides custom research at a fraction of the price.

Ipsos eNation Surveys are Device Agnostic



Ipsos Omnibus Services - Our Commitment to Quality



A global
organization



High quality
and actively
managed
panels



Engaged
respondents

Ipsos uTarget eNation

Omnibus Research for Your Specific Target Market

Every day, we launch a new omnibus wave to get 1,000 completes.
On some days, we are launching multiple waves.

We end up surveying about 6,000 to 8,000 respondents weekly.

From this large pool of respondents, eNation will reach your audience with the ease and affordability of an omnibus design.

IT'S FAST / IT'S AFFORDABLE



THANK YOU!
QUESTIONS?